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## MEDIA RELEASE



**Attention:** Environment, ICT and Consumer Electronics writers/editors

### TV Recycling Scheme to be Funded by Suppliers

Australian TV suppliers have proposed a permanent national TV collection, recycling and community education scheme that could be ready to roll-out within six months. It would be funded solely by suppliers provided there is effective Federal regulatory underpinning to deal with free-riders or companies indifferent to their environmental obligations.

Product Stewardship Australia (PSA) – the organisation set up by TV suppliers to run a national scheme – is expecting a significant decision and announcement from Federal, State and Territory Environment Ministers at a key meeting of the Environment Protection and Heritage Council (EPHC) on 22 May 2009 in Hobart.

Under the scheme, funds would be collected by PSA from TV suppliers to ensure that a permanent collection and recycling service could be offered to the community in all capital cities and regional areas across Australia within a five-year timeframe.

The PSA model is an uncomplicated scheme whereby funds are collected from participating TV suppliers and managed to ensure all recycling, operational and educational costs are covered. The proposed scheme has the support of 16 consumer electronics brands in Australia and has attracted significant recognition and support from Governments and green groups.

PSA Chairman, Mr Laurie Nolan said *“the PSA scheme is straightforward and simply requires enabling regulation or legislation. Furthermore it’s funded solely by TV suppliers and places no burden whatsoever on retailers for the collection of disposal fees. The entire process will be managed by PSA and its contractors to ensure a user-friendly recycling service.”*

For maximum environmental benefit, and to ensure a level playing field, it makes complete sense to ensure that any regulatory intervention is administered nationally, in the most efficient way. As all TVs are imported into Australia, the import control method using the Customs Service is by far the most economically responsible option to help maximise industry-wide involvement in TV recycling.

*“The Federal Environment Minister and his State counterparts hold the key to TV recycling in Australia, and the May EPHC meeting in Hobart is a chance for Ministers to act decisively and demonstrate significant leadership and vision on eWaste”* said Nolan.

#### **For more information and media comment:**

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